

Amendments to the Specification:

Please add the following new paragraph after the paragraph ending on line 23 of page 5:

As described above, the magnetic strip may comprise a label which may be used for advertising purposes and may also comprise at least one means 15 for carrying an article, such as a hook.

Please add the following new paragraph after the paragraph ending on line 26 of page 5:

In any of the embodiments described above, the magnets 14 of magnetic strip 10 can be oriented within the strip 10 such that the polarity of the magnets 14 is substantially uniform relative to the flexible material, that is, relative to strips 11a and 11b. This enables the exterior surfaces 30 of the strip 10 to be connected to one another at a plurality of detachable connection regions 34.

Please add the following new paragraph after the paragraph ending on line 1 of page 6:

In one embodiment, the pockets 12 may be closed and may be coated or charged with a substance 22 that reduces rusting of magnets 14. Magnets 14 such as NdFeB magnets rust relatively quickly and the substance 22 therefore may reduce deterioration of the magnets 14. The substance 22 may be provided in the form of a coating on the inside of the pockets 12 or, alternatively, the substance 22 may also be provided in the form of a fluid such as a liquid or a gas.